



DEPARTMENTS OF THE ARMY AND AIR FORCE
WASHINGTON NATIONAL GUARD
JOINT FORCE HEADQUARTERS
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NGWA-Z

Effective: 25 July 2016
Revised: 21 February 2024

MEMORANDUM FOR Civilian and Military Employees of the Washington Air and Army National Guard

SUBJECT: **TAG Policy # 1** Washington National Guard External Official Presence on Social Media Channels

1. References:

- a. DoDD 5122.05, Assistant to the Secretary of Defense for Public Affairs
- b. DoDI 1304.35, Military Marketing
- c. DoDI 5015.02, DoD Records Management Program
- d. DoDI 5230.09, Clearance of DoD Information for Public Release
- e. DoDI 5230.29, Security and Policy Review of DoD Information for Public Release
- f. DoDI 5400.13, Public Affairs (PA) Operations
- g. DoDI 5400.17, Official use of Social Media for Public Affairs Purposes
- h. DoDI 8170.01, Online Information Management and Electronic Messaging
- i. Joint Publication 3-61, Public Affairs, APPENDIX F, 19 August 2016
- j. Department of the Air Force Social Media Guide, June 2021
- k. AR 360-1, The Army Public Affairs Program, Chap. 8, 8 October 2020
- l. WAARNG Operations Security (OPSEC) SOP, 29 March 2013

2. Purpose. The Washington Military Department and its divisions embrace and encourage the use of social media to share timely information and promote the work of the organization. In accordance with the authority in DoD Directive (DoDD) 5122.05 and DoD Instruction (DoDI) 8170.01, this policy:

a. Establishes guidance and provides procedures:

(1) For initiating an external official presence (EOP) on social media platforms for public affairs (PA) purposes.

(2) To maintain an EOP on social media platforms.

(3) Regarding Core principles regarding social media use within the Washington National Guard (WANG).

(4) Regarding records management procedures for social media accounts.

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3. Change. This policy supersedes and replaces all previous WANG social media policies. All previously approved WANG official social media pages need to be re-registered using the new procedure articulated in this policy.

4. Policy.

a. EOPs on social media platforms should be carefully considered and created to meet a specific communications objective that is not being fulfilled by any existing EOP or other PA activities.

b. The integration of social media is an integral element of WANG/DoD strategies to communicate official information publicly in accordance with DoDI 8170.01.

c. The ability to adapt to changing trends and technologies on dynamic social media platforms is necessary to take full advantage of social media as a communication tool.

d. Information disclosed will be in compliance with the DoD Principles of Information in accordance with DoDD 5122.05.

e. Any information communicated on official WANG social media accounts will do so IAW DoDI 5400.13.

5. Responsibilities.

a. All Major Subordinate Commands, Wings, units, and directorates must complete the following before establishing an EOP on social media platforms:

(1) Identify a social media account manager who will be required to:

(a) Be OPSEC level II certified

(b) Be current with required social media training (training can be found at <https://dodcio.defense.gov/Social-Media/SMEandT/>).

(c) Sign an acceptable use policy agreement (attachment 1)

(2) Submit account registration form (attachment 2) to the WANG State Public Affairs Officer. Once registered with the state office, the State PAO will register social media accounts with the Department of Defense and Federal Government Registry in accordance with DoDI 5400.17.

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(3) The first O-6 commander in the chain of command will approve the establishment of the EOP and the appointment of social media account managers.

Appointments must be renewed in conjunction with command and personnel changes.

(4) WANG personnel operating EOP accounts will report known or suspected release of unauthorized information on official accounts to the Washington Military Department (WMD) provost marshal, who will respond based on applicable DoD policy.

6. Social Media Acumen. If social media is mismanaged or mishandled, the WANG's reputation with the public; relationships with interagency, international, State, local, and tribal entities; military operations; and reputation for a high ethical and professional standard may be compromised. WANG social media content can be consumed by any audience, intended or unintended, foreign or domestic. All WANG PA and social media managers should be aware that all official accounts, no matter how many followers that account has, and no matter the manager's rank or civilian grade, are interpreted as representing the WANG. The following principles will apply to official use of social media for PA purposes:

a. Oversight. Washington Military Department/WANG PA teams oversee and provide guidance to authorizing commanders and social media managers on the use and management of official WMD/WANG social media accounts. Communications will align with and support PA objectives and efforts across all platforms.

b. Professionalism. All official social media content reflects on the WMD/WANG. When posting to official social media accounts, content should meet well-defined, appropriate objectives. At no time should such content undermine the Department's efforts to remain a good steward of the public trust. Official social media accounts will be used to promote or endorse non-Federal entities or personal or commercial financial interests.

c. Proficiency. Social media account managers will proactively maintain currency in the latest social media tactics, best practices, and trends, coupled with an understanding of and ability to apply PA objectives (e.g., as articulated in the DoD Communications Playbook).

d. Transparency. Social media account managers will not remove social media content from official WANG accounts unless there is a factual or typographical error; violation of a law, policy, term of service, or user agreement; or an operations or information security concern. Removal of content will be publicly acknowledged and communicated to audiences to provide context and appropriate clarification for the

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action; managers must persistently monitor, communicate, and, where appropriate, responsively engage with users regarding such removal. Removal of content can unintentionally discredit WMD/WANG information if the action appears to be taken to:


- (1) Avoid embarrassment;
- (2) Stifle or silence discussion about a controversial topic; or
- (3) Mislead users to believe an issue is inconsequential or of minor significance.

e. Accountability. Social media account managers will consolidate and deactivate EOPs that detract or disrupt users searching for official DoD information. Content on any deactivated official accounts must be archived IAW DoDI 5015.02.

7. Interview requests. All interview requests with traditional mainstream media and social media influencers received via official WANG social media channels must be cleared with the Washington Military Department Communications Director, who can be reached at 253-442-4765 or karina.shagren@mil.wa.gov, or through the Washington National Guard State Public Affairs Office at 253-512-8989 or joseph.f.siemandel.mil@army.mil.

8. Mandatory Review. This policy will be reviewed in five years (February 2029) or sooner if major changes to Department of Defense social media guidance.

9. Point of contact is Joseph Siemandel, State Public Affairs Officer, at 253-512-8989 or joseph.f.siemandel.mil@army.mil.


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